C 7715-34

FEBRUARY
1984

# pocket summary

## *of registrations*

*new cars*

*new trucks*

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

# NEW PASSENGER CAR REGISTRATIONS - MONTH

| MAKES | FEBRUARY | | % '84 VS '83 | % IND | |
|---|---|---|---|---|---|
| | 1984 | 1983 | | 1984 | 1983 |
| AMC | 14427 | 14683 | 97.75 | 84 | 2.58 |
| (Alliance) | 7394 | 10135 | 72.96 | 44 | 1.78 |
| (Encore) | 6215 | - | - | 37 | - |
| (Eagle) | 1818 | 2448 | 74.2 | 2.5 | 4.5 |
| CHRYSLER | 23259 | 15437 | 148.45 | 2.37 | 2.91 |
| (Laser) | 4070 | - | - | 4.2 | - |
| (LeBaron) | 7138 | 5077 | 137.62 | 3.1 | 1.44 |
| (E-Class/LeBaron) | 12015 | 9150 | 129.61 | 1.54 | 1.61 |
| (Executive) | 31480 | 22445 | 139.04 | 4.03 | 3.95 |
| DODGE | 3169 | - | - | 4.1 | - |
| (Daytona) | 3442 | 2450 | 139.84 | 4.4 | 4.3 |
| (Colt/Vista) | 395 | 1092 | 35.99 | .05 | 1.9 |
| (Conq/Challenger) | 8920 | 4454 | 197.45 | 1.14 | 7.8 |
| (Omni) | 9081 | 8192 | 120.81 | 1.27 | 1.45 |
| (Aries) | 1014 | 1883 | 52.79 | 1.3 | 3.3 |
| (Diplomat) | 4559 | 3979 | 114.02 | 5.8 | 7.0 |
| (Dodge 400/600) | 25640 | 20101 | 126.17 | 3.28 | 3.55 |
| PLYMOUTH | 3119 | 2039 | 152.28 | 4.0 | 3.6 |
| (Colt/Vista) | 394 | 872 | 44.84 | .05 | 1.5 |
| (Conq/Sapporo) | 9380 | 4371 | 211.07 | 1.20 | 7.7 |
| (Horizon) | 11780 | 11384 | 102.63 | 1.51 | 2.00 |
| (Reliant) | 967 | 1435 | 66.69 | .12 | 2.5 |
| (Gran Fury) | 80379 | 57983 | 137.09 | 10.27 | 10.20 |
| CHRYSLER CORP | 98739 | 63328 | 153.89 | 12.62 | 11.14 |
| FORD | 27792 | 24495 | 112.89 | 3.56 | 4.31 |
| (Escort) | - | 7631 | - | - | 1.34 |
| (Fairmont) | - | - | - | 2.58 | - |
| (Tempo) | 20215 | - | - | 3.34 | 3.74 |
| (LTD) | 26150 | 21274 | 120.33 | 3.48 | 3.41 |
| (Mustang) | 11606 | 8010 | 142.18 | 1.65 | 1.34 |
| (T-Bird) | 12976 | 1916 | 665.71 | 1.23 | 1.16 |
| LINCOLN | 9615 | 5580 | 142.22 | .43 | 1.35 |
| (Mark VI & VII) | 3374 | 1891 | 173.82 | .43 | .33 |
| MERCURY | 39971 | 24774 | 158.37 | 5.11 | .48 |
| (Zephyr) | - | 2741 | - | .18 | .1 |
| (Topaz) | 6102 | - | - | .15 | .1 |
| (Cougar) | 9037 | 943 | 931.07 | .26 | .35 |
| (Capri) | 2042 | 1995 | 101.80 | .07 | 1.09 |
| (Lynx) | 5242 | 6248 | 83.53 | .67 | 1.09 |
| LINC/MERC DIV | 49592 | 31354 | 155.14 | 6.34 | 5.51 |
| FORD MOTOR CO | 148331 | 94680 | 156.30 | 18.96 | 16.65 |
| BUICK | 68688 | 50203 | 135.19 | 8.78 | 8.83 |
| (Skyhawk) | 7371 | 4321 | 169.47 | .94 | .76 |
| (Skylark) | 7594 | 6068 | 124.26 | .97 | 1.07 |
| (Century) | 14580 | 7493 | 192.82 | 1.85 | 1.32 |
| (Regal) | 16206 | 16220 | 98.98 | 2.08 | 2.85 |
| (Riviera) | 4282 | 3088 | 135.75 | .55 | .54 |
| (Electra) | 22693 | 18565 | 120.91 | 2.90 | 3.26 |
| CADILLAC | 1519 | 1293 | 117.09 | .19 | .23 |
| (Cimarron) | 5107 | 4231 | 119.19 | .65 | .74 |
| (Eldorado) | 2843 | 1817 | 144.36 | .34 | .32 |
| (Seville) | 11965 | 7823 | 151.53 | 1.53 | 1.75 |
| CHEVROLET | 15419 | 12467 | 123.04 | 1.97 | 2.19 |
| (Chevette) | 24309 | 8521 | 282.67 | 3.11 | 1.50 |
| (Celebrity) | 26076 | 11044 | 236.80 | 3.34 | 1.94 |
| (Cavalier) | 15804 | 10427 | 149.09 | 2.02 | 1.83 |
| (Camaro) | 5381 | 7470 | 71.99 | .69 | 1.31 |
| (Citation) | 2420 | 924 | 258.01 | .31 | .16 |
| (Corvette) | 10965 | 6825 | 158.07 | 1.40 | 1.20 |
| (Monte Carlo) | 88534 | 59797 | 145.80 | 11.32 | 10.52 |
| OLDSMOBILE | 1657 | 3224 | 112.84 | .21 | .57 |
| (Omega) | 4335 | 2544 | 169.06 | .55 | .45 |
| (Firenza) | 1856 | 9239 | 199.71 | .23 | .62 |
| (Cutlass Ciera) | 30069 | 20994 | 140.15 | 3.85 | 3.69 |
| (Cutlass) | 3107 | 2320 | 130.22 | .40 | .41 |
| (Toronado) | 52576 | 30274 | 171.14 | 6.72 | 5.31 |
| PONTIAC | 2110 | 2467 | 84.23 | .27 | .43 |
| (1000) | 8201 | 4455 | 183.01 | 1.05 | .78 |
| (2000 Sunbird) | 9340 | 4741 | 194.64 | 1.19 | .83 |
| (6000) | 1036 | 2198 | 45.75 | .13 | .38 |
| (Phoenix) | 5113 | 4877 | 123.48 | .65 | .86 |
| (Bonneville) | 7709 | 5955 | 126.85 | .98 | 1.05 |
| (Firebird) | 8325 | - | - | 1.06 | - |
| (Fiero) | 352144 | 237077 | 146.66 | 45.06 | 41.68 |
| GEN MTRS CORP | 2 | 3 | 40.54 | - | .01 |
| MISC IMPORTS | 18703 | 16405 | 112.92 | 2.39 | 2.88 |
| OTHER IMPORT | 18705 | 16408 | 113.94 | 2.39 | 2.88 |
| U.S. TOTAL | 782327 | 568555 | 137.59 | | |

# NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

| MAKES | YEAR TO DATE | | % '84 VS '83 | % IND | | YEAR END 1983 |
|---|---|---|---|---|---|---|
| | 1984 | 1983 | | 1984 | 1983 | |
| A M C | 21149 | 30095 | -29.73 | 2.47 | 2.54 | 60797 |
| (Alliance) | 15730 | 19690 | -20.11 | 1.84 | 1.66 | 46016 |
| (Encore) | 11198 | - | - | 1.31 | - | 15757 |
| (Eagle) | 4221 | 5163 | -18.24 | .49 | .44 | 10570 |
| CHRYSLER | 44480 | 29135 | +52.68 | 5.21 | 2.46 | 85418 |
| (Laser) | 7910 | - | - | .93 | - | 19464 |
| (Le Baron) | 13334 | 9915 | +34.52 | 1.56 | .84 | 33508 |
| (E/H/S AV/NPT) | 23135 | 19696 | +17.46 | 2.71 | 1.66 | 32148 |
| DODGE | 61392 | 46014 | +33.43 | 7.19 | 3.88 | 116143 |
| (Daytona) | 6337 | - | - | .74 | - | 14181 |
| (Colt/Vista) | 7522 | 5087 | +47.86 | .88 | .43 | 10527 |
| (Conq/Challngr) | 811 | 2085 | -61.10 | .09 | .18 | 14032 |
| (Omni) | 17473 | 9385 | +86.21 | 2.05 | .80 | 24360 |
| (Aries) | 18861 | 17502 | +7.77 | 2.21 | 1.50 | 37988 |
| (Diplomat) | 1868 | 3078 | -39.31 | .22 | .26 | 20857 |
| (Dodge 400/600) | 8520 | 8112 | +5.03 | 1.00 | .70 | 19381 |
| PLYMOUTH | 50681 | 38756 | +30.77 | 5.94 | 3.33 | 106194 |
| (Colt/Vista) | 6718 | 4538 | +48.08 | .79 | .39 | 11865 |
| (Conq/Sapporo) | 729 | 1842 | -60.42 | .09 | .16 | 11865 |
| (Horizon) | 18683 | 9355 | +99.71 | 2.19 | .80 | 24678 |
| (Reliant) | 22946 | 20567 | +11.57 | 2.69 | 1.77 | 54239 |
| (Gran Fury) | 1605 | 2456 | -34.66 | .19 | .21 | 12139 |
| CHRYSLER CORP | 155553 | 113905 | +36.55 | 18.24 | 9.79 | 322561 |
| FORD | 198055 | 134125 | +47.70 | 23.24 | 11.53 | 434732 |
| (Escort) | 56155 | 49640 | +13.15 | 6.58 | 4.26 | 143895 |
| (Fairmont) | - | 21090 | - | - | 1.81 | 68859 |
| (Tempo) | 42129 | - | - | 4.94 | 3.80 | 129060 |
| (LTD) | 52104 | 44205 | +17.87 | 6.11 | 3.80 | 288361 |
| (Mustang) | 21005 | 16499 | +27.34 | 2.46 | 1.42 | 43957 |
| (T'Bird) | 26062 | 26894 | -3.09 | 3.06 | 2.31 | 47206 |
| LINCOLN | 17997 | 13320 | +35.11 | 2.11 | 1.14 | 25355 |
| (Mark VI & VII) | 6765 | 4209 | +60.78 | .79 | .36 | 19404 |
| MERCURY | 76837 | 48417 | +58.71 | 9.01 | 4.16 | 99041 |
| (Zephyr) | - | 6084 | - | - | .52 | 13361 |
| (Topaz) | 12741 | - | - | 1.49 | - | 36106 |
| (Cougar) | 17524 | 1233 | +1321.29 | 2.05 | .11 | 80388 |
| (Capri) | 3476 | 4071 | -14.62 | .41 | .35 | 22351 |
| (Lynx) | 10680 | 12171 | -12.25 | 1.25 | 1.04 | 43677 |
| LINC/MERC. DIV. | 94834 | 62390 | +52.00 | 11.12 | 5.36 | 232247 |
| FORD MOTOR CO. | 292889 | 196515 | +49.04 | 34.36 | 16.89 | 666903 |
| BUICK | 131661 | 102003 | +29.07 | 15.44 | 8.76 | 318256 |
| (Skyhawk) | 13087 | 9001 | +45.39 | 1.53 | .77 | 71501 |
| (Skylark) | 15086 | 13335 | +13.13 | 1.77 | 1.15 | 100213 |
| (Century) | 28176 | 16330 | +72.53 | 3.30 | 1.40 | 145211 |
| (Regal) | 31115 | 30861 | +0.82 | 3.65 | 2.65 | 226966 |
| (Riviera) | 8488 | 6550 | +29.57 | 1.00 | .56 | 51123 |
| CADILLAC | 46501 | 38227 | +21.65 | 5.45 | 3.28 | 231552 |
| (Cimarron) | 2979 | 2813 | +5.90 | .35 | .24 | 13124 |
| (Eldorado) | 10640 | 8793 | +21.00 | 1.25 | .76 | 54487 |
| (Seville) | 8431 | 3950 | +113.49 | .99 | .34 | 32501 |
| CHEVROLET | 228197 | 163053 | +39.96 | 26.76 | 14.00 | 1161504 |
| (Chevette) | 29893 | 24643 | +21.30 | 3.50 | 2.11 | 176055 |
| (Celebrity) | 45731 | 18947 | +141.36 | 5.36 | 1.63 | 172350 |
| (Cavalier) | 50110 | 22039 | +127.37 | 5.87 | 1.89 | 245537 |
| (Camaro) | 27924 | 21923 | +27.38 | 3.27 | 1.88 | 75690 |
| (Citation) | 11522 | 17945 | -35.79 | 1.35 | 1.54 | 92126 |
| (Corvette) | 4616 | 2162 | +113.50 | .54 | .19 | 25237 |
| (Monte Carlo) | 20588 | 13357 | +54.12 | 2.41 | 1.15 | 107227 |
| OLDSMOBILE | 169047 | 118900 | +42.20 | 19.81 | 10.20 | 975227 |
| (Omega) | 7278 | 6818 | +6.74 | .85 | .58 | 43081 |
| (Firenza) | 8026 | 5262 | +52.53 | .94 | .45 | 45756 |
| (Cutlass Ciera) | 36017 | 19218 | +87.40 | 4.22 | 1.65 | 181074 |
| (Cutlass) | 55580 | 40017 | +38.89 | 6.51 | 3.44 | 181074 |
| (Toronado) | 6458 | 4859 | +32.90 | .76 | .42 | 59101 |
| PONTIAC | 99971 | 62467 | +60.07 | 11.71 | 5.37 | 535404 |
| (1000) | 4349 | 5259 | -17.31 | .51 | .45 | 33710 |
| (2000 Sunbird) | 5931 | 8922 | -33.52 | .69 | .77 | 85435 |
| (6000) | 17526 | 9851 | +77.93 | 2.05 | .85 | 89890 |
| (Phoenix) | 2288 | 4916 | -53.46 | .27 | .42 | 24619 |
| (Bonneville) | 11517 | 9734 | +18.33 | 1.35 | .84 | 81948 |
| (Firebird) | 14184 | 13182 | +7.60 | 1.66 | 1.13 | 36859 |
| (Fiero) | 5257 | - | - | .62 | - | 18136 |
| GM BTRS. CORP | 679177 | 487658 | +39.26 | 79.56 | 41.92 | 3227244 |
| M.C. Doerflein | 46 | 26 | +76.92 | .01 | .00 | 517 |
| Other Import | 173548 | 139395 | +24.51 | 20.33 | 11.98 | 2155288 |
| U. S. TOTAL | 1429558 | 1163957 | +22.81 | 167.44 | 100.00 | 8824186 |

(Mono Total) - Included in Make Total

UNITED STATES SUMMARY

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## NEW TRUCK REGISTRATIONS

| MAKES | FEB | % IND | YEAR TO DATE | | % '84 | % IND | |
|---|---|---|---|---|---|---|---|
| | 1984 | | 1984 | 1983 | VS '83 | 1984 | 1983 |
| Dodge | 31828 | 10.53 | 57499 | 30108 | 188.09 | 9.83 | 8.24 |
| Plymouth | 5429 | 1.80 | 9514 | 1285 | 734.24 | 1.63 | 35 |
| Ford | 86059 | 28.46 | 170816 | 117139 | 143.28 | 29.21 | 32.06 |
| Chevrolet | 83246 | 27.53 | 164476 | 109883 | 146.45 | 28.13 | 30.07 |
| G.M.C. | 22538 | 7.45 | 44044 | 31200 | 137.69 | 7.53 | 8.54 |
| I.H. | 4013 | 1.33 | 7615 | 6305 | 118.32 | 1.30 | 1.73 |
| Jeep Truck | 10391 | 3.44 | 21056 | 9517 | 217.81 | 3.60 | 2.60 |
| Mack/Midliner | 1412 | .47 | 2737 | 1963 | 139.43 | .47 | .54 |
| Kenworth | 1251 | .41 | 2276 | 808 | 280.32 | .39 | .22 |
| Peterbilt | 952 | .31 | 1735 | 871 | 199.31 | .30 | .24 |
| Daiaier-Benz Corp. | 1057 | .35 | 2303 | 1466 | 157.09 | .39 | .40 |
| Volvo White | 519 | .17 | 1348 | 606 | 222.44 | .21 | .17 |
| Western Star | 39 | .01 | 72 | 48 | 150.00 | .01 | .01 |
| Misc. | 53627 | 17.74 | 99269 | 54208 | 180.84 | 16.98 | 14.83 |
| U. S. Total | 302360 | | 594758 | 365407 | 157.21 | | |

## TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

| MAKES | GVW 1 0-6 | GVW 2 6-10 | GVW 3 10-14 | GVW 4 14-16 | GVW 5 16-19.5 | GVW 6 19.5-26 | GVW 7 26-33 | GVW8 33 & OVER |
|---|---|---|---|---|---|---|---|---|
| Dodge | 37769 | 19730 | - | - | - | - | - | - |
| (Dodge 1) | 25260 | 12357 | - | - | - | - | - | - |
| Plymouth * | 9459 | 45 | - | - | - | 2133 | 3145 | 1455 |
| Ford | 46579 | 117504 | - | - | - | - | - | - |
| (Ford 2) | 44242 | 39468 | - | - | - | - | - | - |
| Chevrolet | 83952 | 73495 | 5134 | - | 31 | 730 | 1078 | 55 |
| (Chev 3) | 56686 | 29210 | - | - | - | - | - | - |
| G.M.C. | 19537 | 20021 | 173 | - | 314 | 176 | 1784 | 1439 |
| (G.M.C. 4) | 11917 | 8890 | - | - | - | - | - | - |
| I.H. | - | - | - | - | - | 2151 | 2039 | 3425 |
| Jeep Truck | 17001 | 4055 | - | - | - | - | - | - |
| (Jeep 5) | 17001 | 3435 | - | - | - | - | - | - |
| Mack/Midliner | - | - | - | - | - | 404 | 491 | 2279 |
| Kenworth | - | - | - | - | - | - | - | 2276 |
| Peterbilt | - | - | - | - | - | - | - | 1735 |
| Daiaier-Benz Corp. | - | - | - | - | - | 210 | 121 | 1982 |
| Volvo White | - | - | - | - | - | - | 178 | 1169 |
| Western Star | - | - | - | - | - | - | - | 72 |
| Misc. | 98073 | 955 | 20 | 101 | - | - | 11 | 1094 |
| Total | 312380 | 219805 | 5327 | 101 | 345 | 5409 | 8388 | 16007 |
| 1983 Total | 192835 | 149741 | 293 | 53 | 114 | 5933 | 7121 | 9319 |
| 1984 vs '83 | 159.40 | 154.18 | 1190.57 | 302.83 | 106.54 | 116.22 | 169.80 | |

Mack Total:-To be included in GVW 1,2 & 3
1 Includes Ram vans, Rancherger, Ram 50 RAMPAGE, CARAVAN, AND RAM WAGON
2 Includes Ranger, Bronco and vans
3 Includes El Camino, Blazer S10 and vans

* Plymouth includes Sterling voyager and voyager FWD
4 Includes vans (Jeep, S10 and Tabellero
5 Includes CJ's, Cherokee wagoneer and Scrambler

THE STATISTICS FOR NEW YORK AND OKLAHOMA-1984 ARE COMPILED FROM MANUFACTURER SUPPLIED SALES RECORDS.

THE 1983 VS 1984 COMPARISONS EXCLUDE OKLAHOMA DATA.

## NEW IMPORTED CARS
### LEADING MAKES

| MAKES | YEAR TO DATE 1984 | | YEAR TO DATE 1983 | |
|---|---|---|---|---|
| | UNITS | % OF INDUSTRY | UNITS | % OF INDUSTRY |
| DOMESTIC SPONSORED IMPORTS | | | | |
| Dodge Colt | 6226 | .41 | 5087 | .44 |
| Dodge Colt Vista SW | 1516 | .09 | - | - |
| Dodge Conquest | 531 | .03 | - | - |
| Dodge Challenger | 280 | .02 | 2085 | .18 |
| Plymouth Colt | 5544 | .36 | 4518 | .39 |
| Plymouth Colt Vista SW | 1174 | .08 | - | - |
| Plymouth Conquest | 502 | .03 | - | - |
| Plymouth Sapporo | 227 | .01 | 1845 | .16 |
| Total Domestic Sponsored Imports | 15780 | 1.03 | 13535 | 1.16 |
| OTHER IMPORTS | | | | |
| Isuzu | 3475 | .23 | 2687 | .23 |
| Nissan | 107091 | 6.62 | 75618 | 6.50 |
| Honda | 73831 | 4.83 | 59916 | 5.17 |
| Mazda | 24856 | 1.62 | 25532 | 2.19 |
| Mercedes-Benz | 13266 | .87 | 10566 | .91 |
| Renault | 2214 | .14 | 1881 | .16 |
| Subaru | 24340 | 1.59 | 8124 | .70 |
| Toyota | 79448 | 5.19 | 81516 | 7.00 |
| Volkswagen | 25842 | 1.69 | 20853 | 1.79 |
| Volvo | 14765 | .96 | 11809 | 1.01 |
| Others | 40863 | 2.67 | 29222 | 2.51 |
| Total Other Imports | 375548 | 24.42 | 348985 | 29.97 |
| GRAND TOTAL ALL IMPORT CARS | 391328 | 25.45 | 362520 | 31.13 |

## NEW IMPORTED LIGHT TRUCKS
### LEADING MAKES (0-10,000 LBS)

| | | | | |
|---|---|---|---|---|
| DOMESTIC SPONSORED IMPORTS | | | | |
| Chevrolet L.U.V. | - | - | 847 | .25 |
| Dodge RAM 50 | 6076 | 1.04 | 3886 | 1.07 |
| Ford Courier | - | - | 6420 | 1.76 |
| Plymouth Arrow | - | - | 274 | .07 |
| Total Domestic Sponsored Imports | 6076 | 1.04 | 11427 | 3.15 |
| OTHER IMPORTS | | | | |
| Isuzu | 4529 | .77 | 2308 | .63 |
| Nissan | 29200 | 4.99 | 19501 | 4.50 |
| Mazda | 18157 | 3.11 | 7843 | 2.10 |
| Subaru | 903 | .15 | 1059 | .29 |
| Toyota | 40238 | 6.88 | 21615 | 5.44 |
| Volkswagen | 3071 | .53 | 3281 | .90 |
| Others | 2567 | .44 | 1200 | .33 |
| Total Other Import Trucks | 98615 | 16.87 | 54005 | 14.79 |
| GRAND TOTAL ALL IMPORT TRUCKS | 104751 | 17.91 | 65432 | 17.94 |

## NEW DOMESTIC LIGHT TRUCKS
### (0-8,000 LBS)

| | | | | |
|---|---|---|---|---|
| CHEVROLET S10 | 27681 | 4.73 | 23882 | 6.54 |
| DODGE RAMPAGE | 1359 | .23 | 1749 | .48 |
| FORD RANGER | 30125 | 5.15 | 21725 | 5.94 |
| GMC S15 | 6178 | 1.06 | 5320 | 1.45 |

UNITED STATES SUMMARY

## NEW VEHICLE REGISTRATIONS-UNITED STATES
### CALENDAR YEAR TOTALS

| YEAR | CARS | TRUCKS |
|---|---|---|
| *1976 | 8701094 | 2656918 |
| *1975 | 8261840 | 2397417 |
| *1976 | 9751485 | 3058009 |
| *1977 | 10826234 | 3509328 |
| *1978 | 10946104 | 3963340 |
| *1979 | 10316695 | 3472209 |
| *1980 | 8760937 | 2476777 |
| *1981 | 8443919 | 2185489 |
| *1982 | 7754342 | 2430471 |
| *1983 | 8924186 | 2976556 |

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-84

FEBRUARY 1984 ISSUED 04/84

# Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

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